

REMARKS

Reconsideration of the patent application in view of the preceding amendments and the following remarks is respectfully requested.

Amendment to Claim 1

The applicants have amended claim 1 to cure a minor informality.

Added Claims

The applicants have added a set of claims to further protect the disclosed invention. The added claims cover a computer-readable medium comprising code for implementing techniques claimed in method claims 1 to 23.

Rejection of the Claims Under 35 U.S.C. § 102 and 103(a)

In the office action dated 6/11/2002, the Examiner rejected claims 24 to 58 under 35 U.S.C. § 102 or § 103(a). The Examiner stated that certain claims of the claimed invention were anticipated by U.S. patent 5,615,268 issued to Bisbee, et al. (hereinafter referred to as the Bisbee reference). The Examiner rejected the remaining claims as being unpatentable over the Bisbee reference in view of U.S. patent 5,903,878 issued to Talati, et al. (hereinafter referred to as the Talati reference) or in view of U.S. patent 6,026,370 issued to Jermyn, et al. (hereinafter referred to as the Jermyn reference).

The Applicants have amended the claims to clarify that patentable distinction of the present invention over the cited references.

In the system of the present invention, an electronic commerce customer first registers with a transaction tracking system that provides an identification code to the customer. Then, when the customer subsequently performs an electronic commerce transaction, information from the electronic transaction is automatically forwarded. The specification of the present invention discloses a number of different methods that this transaction information may be forwarded. Specifically, the user may have performed the transaction using an email address provided by the present invention (as claimed in claim 1), a plug-in program in the user's browser may scan a web page acknowledgement (as described in lines 13 to 16 of page 9), parsing software at the user's ISP may forward the transaction information (as described in lines 6 to 11 of page 9), or the seller may send the acknowledgement information directly (as set forth in lines 18 and 19 of page 9). The system of the present invention then stores the transaction information in transaction database in a record associated with the customer's identification code, as described in lines 26 to 28 of page 10. The system of accepting a customer registration, assigning a customer identification code, automatically forwarding transaction information after an electronic commerce transaction, and storing the transaction information are all specified in amended claim 24.

The claimed system of accepting a registration, assigning a customer identification code, automatically forwarding transaction information, and storing the transaction information are neither disclosed by nor obvious in view of the cited art. Specifically, none of the cited references disclose a system that performs "automatically

forwarding information from an electronic commerce acknowledgement after said first electronic commerce customer has executed an electronic commerce transaction” as claimed in the amended independent claim 24. Since all the dependent claims dependent on claim 24 include all the limitations of claim 24, those dependent claims should be likewise allowable.

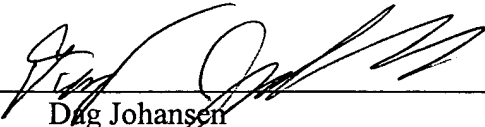
CONCLUSION

In view of the foregoing, it is submitted that the claims are in condition for allowance. Reconsideration of the rejections and objections is requested. Allowance is earnestly solicited at the earliest possible date.

Respectfully submitted,

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The Amended Claims

The following pages provide the amended claims with the amendments marked with deleted material in [brackets] and new material underlined to show the changes made.

1 1. (**Amended**) A method of obtaining electronic commerce
2 purchases, said method comprising:
3 accepting registrations from a plurality electronic commerce customers, each said
4 electronic commerce customers providing a customer email address;
5 providing a registered email address to each said electronic commerce customer;
6 and
7 accepting transaction acknowledgement email sent to said registered email
8 addresses for transactions between at least one electronic commerce retailer
9 and said electronic commerce customers.

1 2. (Unchanged) The method as claimed in claim 1, said method
2 further comprising:
3 storing information from said transaction acknowledgement email into a
4 transaction database.

1 3. (Unchanged) The method as claimed in claim 1, said method
2 further comprising:
3 forwarding said transaction acknowledgement email to said electronic commerce
4 customers using said customer email addresses.

1 4. (Unchanged) The method as claimed in claim 1, said method
2 further comprising:
3 providing a record of electronic transactions to said electronic commerce
4 customers using a web site.

1 5. (Unchanged) The method as claimed in claim 2 wherein storing
2 information from said transaction acknowledgement email into said transaction database
3 comprises automatically parsing said transaction acknowledgement email to obtain said
4 information.

1 6. (Unchanged) The method as claimed in claim 2, said method
2 further comprising:
3 datamining said transaction database for desired electronic commerce information.

1 7. (Unchanged) The method as claimed in claim 6 wherein said
2 desired electronic commerce information comprises a list of products often purchased
3 using electronic commerce transactions.

1 8. (Unchanged) The method as claimed in claim 6 wherein said
2 desired electronic commerce information comprises a relative popularity of various
3 electronic commerce sites.

1 9. (Unchanged) The method as claimed in claim 6 wherein said
2 desired electronic commerce information comprises customer demographic information.

1 10. (Unchanged) The method as claimed in claim 1 wherein said
2 information from said transaction acknowledgement email comprises products purchased.

1 11. (Unchanged) The method as claimed in claim 1 wherein said
2 information from said transaction acknowledgement email comprises product costs.

1 12. (Unchanged) The method as claimed in claim 1 wherein said
2 information from said transaction acknowledgement email comprises transaction
3 identifiers.

1 13. (Unchanged) The method as claimed in claim 1 wherein said
2 information from said transaction acknowledgement email comprises shipping
3 information.

1 14. (Unchanged) The method as claimed in claim 13, said method
2 further comprising:
3 accessing a third party shipping Internet site;
4 retrieving shipment status information using said shipping information or
5 transaction identifiers.

1 15. (Unchanged) The method as claimed in claim 2, said method
2 further comprising:
3 assisting said electronic commerce customers with customer interaction with said
4 electronic commerce retailer using said information from said transaction
5 acknowledgement email in said transaction database.

1 16. (Unchanged) The method as claimed in claim 15 wherein said
2 customer interaction comprises a product return.

1 17. (Unchanged) The method as claimed in claim 2, said method
2 further comprising:
3 targeting special offers to a subset of electronic commerce customers by accessing
4 information in said transaction database.

1 18. (Unchanged) The method as claimed in claim 2, said method
2 further comprising:
3 updating said information in said transaction database with shipment information.

1 19. (Unchanged) The method as claimed in claim 18 wherein said
2 shipment information is entered by said electronic commerce customers.

1 20. (Unchanged) The method as claimed in claim 18 wherein said
2 shipment information is obtained by accessing a web site of said electronic commerce
3 retailer.

1 21. (Unchanged) The method as claimed in claim 18 wherein said
2 shipment information is obtained by accessing a web site of a third party shipper.

1 22. (Unchanged) The method as claimed in claim 18 wherein said
2 shipment information is obtained from an email message from said electronic commerce
3 retailer or third party shipper.

1 23. (Unchanged) The method as claimed in claim 1, said method
2 further comprising:
3 filtering spam sent to said registered email address.

1 24. (Amended) A method of tracking electronic commerce
2 information, said method comprising:
3 accepting a registration [registrations] from a first [plurality of] electronic
4 commerce customer [customers];
5 assigning a first customer identification code to said first electronic commerce
6 customer;
7 automatically forwarding information from an electronic commerce
8 acknowledgement after said first electronic commerce customer has executed
9 an electronic commerce transaction; and

10 [examining electronic commerce transaction acknowledgements from electronic
11 transactions between a plurality of electronic commerce retailers and said
12 electronic commerce customers; and]
13 storing information from said electronic commerce [transaction
14 acknowledgements] acknowledgement into a database record associated with
15 said first customer identification code in an electronic transaction database.

1 25. (Amended) The method as claimed in claim 24 wherein storing
2 information from said transaction acknowledgement into said electronic transaction
3 database comprises automatically parsing said electronic commerce transaction
4 [acknowledgements] acknowledgement to obtain said information.

1 26. (Amended) The method as claimed in claim 24 wherein [,] said
2 [method further comprising: scanning] electronic commerce transaction
3 acknowledgement comprises a web page [pages to receive said electronic commerce
4 transaction acknowledgements].

1 27. (Amended) The method as claimed in claim 26, said method
2 further comprising:
3 automatically parsing said [electronic commerce transaction acknowledgement]
4 web page [pages] to obtain said information.

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1 28. (Amended) The method as claimed in claim 24 [,] wherein said
2 [method further comprising: receiving] electronic commerce transaction
3 acknowledgement [acknowledgements in the form of] comprises an electronic transaction
4 acknowledgement email from [electronic transactions between a plurality of] electronic
5 commerce retailer [retailers and said electronic commerce customers].

1 29. (Amended) The method as claimed in claim 28, said method
2 further comprising:
3 automatically parsing said electronic transaction acknowledgement email to
4 obtain said information.

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1 30. (Amended) The method as claimed in claim 28 wherein said
2 electronic transaction acknowledgement email is received directly from said plurality of
3 electronic commerce retailer [retailers].

1 31. (Amended) The method as claimed in claim 28 wherein said
2 electronic transaction acknowledgement email is received from an email serving site
3 [sites] of said first electronic commerce customer [customers].

1 32. (Amended) The method as claimed in claim 31 wherein said
2 electronic transaction acknowledgement email is automatically sent by a filter program on
3 computers associated with said email-serving site [sites].

1 33. (Amended) The method as claimed in claim 32 wherein said
2 filter program identifies said electronic transaction acknowledgement email associated
3 with said first electronic commerce customer [customers] and sends said electronic
4 transaction acknowledgement email.

1 34. (Amended) The method as claimed in claim 31 wherein said
2 email-serving site comprises [sites comprise] Internet service providers.

1 35. (Amended) The method as claimed in claim 28 wherein said
2 electronic transaction acknowledgement email is received from said first electronic
3 commerce customer's site [customers].

1 Please cancel claim 36. The method as claimed in claim 35 wherein
2 said electronic transaction acknowledgement email is manually sent by said electronic
3 commerce customers.

1 37. (Amended) The method as claimed in claim 35 wherein said
2 electronic transaction acknowledgement email is automatically sent by a program on a
3 computer [computers] associated with first said electronic commerce customer
4 [customers].

1 38. (Unchanged) The method as claimed in claim 37 wherein said
2 program identifies said electronic transaction acknowledgement email and sends said
3 electronic transaction acknowledgement email.

1 39. (Amended) The method as claimed in claim 24, said method
2 further comprising:
3 accessing an electronic commerce site with authentication information from said
4 first electronic commerce customer [customers] to receive said electronic
5 commerce transaction acknowledgement [acknowledgements].

1 40. (Unchanged) The method as claimed in claim 39 wherein said
2 authentication information comprises a username and password.

1 41. (Amended) The method as claimed in claim 28, said method
2 further comprising:
3 forwarding said transaction acknowledgement email to said first electronic
4 commerce customer [customers] using an email address [addresses] of said
5 first electronic commerce customer [customers] provided during said
6 registration of said first electronic commerce customer.

1 42. (Amended) The method as claimed in claim 24, said method
2 further comprising:
3 providing a record of [said] electronic commerce transactions of said first
4 electronic commerce customer in said electronic transaction database to said
5 first electronic commerce customer [customers] using a web site.

1 43. (Unchanged) The method as claimed in claim 24, said method
2 further comprising:
3 datamining said electronic transaction database for desired electronic commerce
4 information.

1 44. (Unchanged) The method as claimed in claim 43 wherein said
2 desired electronic commerce information comprises a list of products often purchased
3 using electronic commerce transactions.

1 45. (Unchanged) The method as claimed in claim 43 wherein said
2 desired electronic commerce information comprises a relative popularity of various
3 electronic commerce sites.

1 46. (Unchanged) The method as claimed in claim 43 wherein said
2 desired electronic commerce information comprises customer demographic information.

1 47. (Unchanged) The method as claimed in claim 24 wherein said
2 information from said electronic commerce transaction acknowledgements comprises
3 products purchased.

1 48. (Unchanged) The method as claimed in claim 24 wherein said
2 information from said electronic commerce transaction acknowledgements comprises
3 product costs.

1 49. (Unchanged) The method as claimed in claim 24 wherein said
2 information from said electronic commerce transaction acknowledgements comprises
3 transaction identifiers.

1 50. (Unchanged) The method as claimed in claim 24 wherein said
2 information from said electronic commerce transaction acknowledgements comprises
3 shipping information.

1 51. (Unchanged) The method as claimed in claim 50, said method
2 further comprising:
3 accessing a third party shipping Internet site;
4 retrieving shipment status information using said shipping information.

1 52. (**Amended**) The method as claimed in claim 24, said method
2 further comprising:
3 assisting said first electronic commerce customer [customers] with customer
4 interaction with said electronic commerce retailer using said information from
5 said electronic commerce transaction acknowledgements in said transaction
6 database.

1 53. (Unchanged) The method as claimed in claim 52 wherein said
2 customer interaction comprises a product return.

1 54. (Unchanged) The method as claimed in claim 24, said method
2 further comprising:
3 targeting special offers to a subset of electronic commerce customers by accessing
4 information in said transaction database.

1 55. (Unchanged) The method as claimed in claim 24, said method
2 further comprising:
3 updating said information in said transaction database with shipment information.

1 56. (**Amended**) The method as claimed in claim 55 wherein said
2 shipment information is entered by said first electronic commerce customer [customers].

1 57. (Unchanged) The method as claimed in claim 55 wherein said
2 shipment information is obtained by accessing a web site of said electronic commerce
3 retailer.

1 58. (Unchanged) The method as claimed in claim 55 wherein said
2 shipment information is obtained from an email message from said electronic commerce
3 retailer or a third party shipper.

